

In the claims:

1 – 11 (Cancelled)

12. (Currently amended) A reflector according to claim ~~[[9]]~~ 23 wherein said ~~end-portion~~ element comprises a colored filter.

13. (Currently amended) A reflector according to claim ~~[[10]]~~ 12 wherein said colored filter is a film attached to said shaped wall.

14. (Currently amended) A reflector according to claim ~~[[9]]~~ 23 wherein said ~~end-portion~~ element includes a layer of paint.

15. (Currently amended) A reflector according to claim ~~[[9]]~~ 23 wherein said ~~end-portion~~ element is further configured to receive light rays in said wall as incident light and to refract said light rays away from said longitudinal axis.

16. (Currently amended) A reflector according to claim ~~[[13]]~~ 15 wherein said at least part of said ~~end-portion~~ flange is a refracting planar face oriented at a non-zero angle with respect to the horizontal.

17. (Currently amended) A reflector according to claim ~~[[14]]~~ 16 wherein said non-zero angle is from about 15 to about 35 degrees.

18. (Currently amended) A reflector according to claim ~~[[15]]~~ 17 wherein said non-zero angle is about 25 degrees.

19. (Currently amended) A reflector according to claim ~~[[13]]~~ 15 wherein said ~~at least part of said end-portion~~ is element a curved face.

20. (Currently amended) A reflector according to claim ~~[[13]]~~ 15 wherein said ~~at least part of said end-portion~~ is element comprises a stepped face.

21. (Currently amended) A reflector according to claim ~~[[9]]~~ 23 further comprising an aperture in said inner surface for admitting a desired amount of light to said wall.

22. (Currently amended) A reflector according to claim [[19]] 21 wherein said aperture comprises a portion of said wall oriented with respect to the adjacent inner surface to direct rays into said wall.

23. (New) A reflector comprising a shaped wall extending about a longitudinal axis and having opposed inner and outer surfaces, said wall having an upper end configured to engage structure for mounting the reflector such that said longitudinal axis is essentially vertical, a lower end below said upper end formed by a flange, and reflecting elements on said outer surface, said flange forming an exit aperture for light from a light source that passes through said inner surface into said wall and is reflected by said reflecting elements through said inner surface toward said exit aperture, said flange having incident thereon light trapped in said wall by reflection of some of said light at said inner surface back toward the outer surface after being reflected by said reflecting element, wherein said flange comprises an element that modifies the color or intensity of said trapped light, or refracts said trapped light away from said longitudinal axis.